

Print Date 10/17/12

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Order Sep

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Flight Dates 10/08/12-11/06/12

Estimate # **Product** 

**MISSOURIANS 4 KOSTER** Alt Order # 565996 Contract / Revision

Billing Type Cash Original Date / Revision

Agency Com 15% 10/17/12 Order Type **GENERAL** 08/03/12 **Billing Contact** 

EOM/EOC Billing Cycle Advertiser Koster/D/Atty Gen/MO Billing Calendar BROADCAST 25 Whitlock Place

Suite 201 Demographic A35+

Marietta, GA 30064 LUC Media Agency

SP-POL CAN GEN Rev Codes

**Buying Contact** Sales Office DC-M Product Codes PL1Ib

**Priority** 3 Sales Region NAT 25 Whitlock Place

Advertiser Ref Agency Ref Suite 201

Start Date

Primary Account Executive

Order%

Marietta, GA 30064

Dan Driscoll

Account Executive

Dan Driscoll 100%

End Date

Order Share 33% Market Value 529772

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	16%	84763
KCWE	%	0
KMBC	25%	132443
KMCI	%	0
KPXE	%	0
KSHB	25%	132443
KSMO	1%	5297

Order Totals	;	Billing Plan  Net Amount Gross Amount Rating Start Date End Date # Spots Net Amount Gross Amount												
Month	# of Spots	Net Amount	Gross Amount	Rating Start I	ate End Date	# Spots	Net Amount (	Gross Amount						
October 2012	243	\$100,916.25	\$118,725.00	0.00 10/01/	12 10/28/12	243	\$100,916.25	\$118,725.00						
November 2012	106	\$47,685.00	\$56,100.00	0.00 10/29/	12 11/05/12	106	\$47,685.00	\$56,100.00						
Totals	349	\$148,601.25	\$174,825.00	0.00										

												Tot	als
Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
N 1	4	10/08/	12 11/02/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	MTWTF	:30	8	\$600,002	0.00 NM	38	\$22,800.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
V	/eek:	10/08/12	10/14/12	MTWTF	8	\$600.00	0.00						
W	eek:	10/15/12	10/21/12	MTWTF	10	\$600.00	0.00				i		
W	leek:	10/22/12	10/28/12	MTWTF	10	\$600.00	0.00						
V	/eek:	10/29/12	11/04/12	MTWTF	10	\$600.00	0.00						
N 2	4	11/05/	12 11/05/12	M-F 6-7a M-F 6-7a	CM-AII	6-7a	М	:30	2	\$600.002	0.00 NM	2	\$1,200.00
	FOX	4 NEWS 6/	AΜ										
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
V	/eek:	11/05/12	11/11/12	M	2	\$600.00	0.00						
N 3	4	10/08/	12 11/02/12	M-F 7-9a M-F 7-9a	CM-AII	7-9a	MTWTF	:30	10	\$525.002	0.00 NM	38	\$19,950.00

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Flight Dates 10/08/12-11/06/12

Hiatus Dates

Original Date / Revision 08/03/12/ 10/17/12

Order Sep 00:15:00

Advertiser Koster/D/Atty Gen/MO Product MISSOURIANS 4 KOSTER Estimate #

in Ch	Ctout	Fm d	Invantory Codo	Prook	Start/End -	Time Davs	lon S	aata	Poto Pri	Dta Tuno (	Tot	
Ln Ch	Start 10/08/1	End 2 11/02/12	Inventory Code M-F 7-9a	CM-All	CONTRACTOR CONTRACTOR	MTWTF	Len St	10	\$525.00 2	Rtg Type S	38	Amount \$19,950.00
			M-F 7-9a									***************************************
<u>s</u>	tart Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 1		10/14/12	MTWTF	8	\$525.00	0.00						
Week: 1		10/21/12	MTWTF	10	\$525.00	0.00						
Week: 1 Week: 1		10/28/12 11/04/12	MTWTF MTWTF	10 10	\$525.00 \$525.00	0.00 0.00						
14 4		2 11/05/12	M-F 7-9a	CM-All		M	:30	4	\$525.002	0.00 NM	4	\$2,100.00
COV4	MODAUNIC	CHOM	M-F 7-9a									
	MORNING		Maakdaya	Consta AMaak	Data	Dating						
<u>S</u> Week: 1	tart Date	End Date 11/11/12	<u>Weekdays</u> M	Spots/Week 4	<u>Rate</u> \$525.00	<u>Rating</u> 0.00						
	-	2 11/02/12		CM-All		MTWTF	:30	5	\$200.003	0.00 NM	18	\$3,600.00
15 4	10/06/1	2 11/02/12	M-F 9-10a M-F 9-10a	CIVI-AII	9-10a	14f 1 AA 1 1	.30	5	\$200.003	U.UU INIVI	10	\$3,600.00
<u>s</u>	tart Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 1		10/14/12	MTWTF	3	\$200.00	0.00						
Week: 1		10/21/12	MTWTF	5	\$200.00	0.00						
Week: 1 Week: 1		10/28/12 11/04/12	MTWTF MTWTF	5 5	\$200.00 \$200.00	0.00 0.00				ı		
		·····		CM-AII		M	:30	1	\$200.003	0.00 NM	1	\$200.00
6 4	11/05/1	2 11/05/12	M-F 9-10a M-F 9-10a	Civi-Aii	9-10a	[v]	.30	'	\$200.003	0.00 NW	'	\$200.00
FOX4	NEWS 9A	М	WI-F 5-10a									
	tart Date	End Date	Weekdays	Spots/Week	Rate	Rating				ļ		
Week: 1		11/11/12	M	1	\$200.00	0.00						
7 4		2 11/03/12	Sa 7-9a	CM-AII	Sa 7-9a		:30	2	\$500.002	0.00 NM	8	\$4,000.00
	, 0, 10, 1	. , , , , , ,	Sa 7-9a	2		_	14.5	_				4 1,404.4
FOX4	NEWS 9A	M-SAT										
<u>s</u>	tart Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating				1		
Week: 1	0/08/12	10/14/12	S-	2	\$500.00	0.00						
Week: 1		10/21/12	S-	2	\$500.00	0.00				1		
Week: 1		10/28/12	S-	2 2	\$500.00	0.00						
Week: 1		11/04/12	S-		\$500.00	0.00	.00		**************************************	0.00 1114	0	00 100 00
8 4		2 11/04/12	Su 7-9a Su 7-9a	CIVI-AII	Su 7-9a	S	:30	2	\$300.002	0.00 NM	8	\$2,400.00
· ·	NEWS 9A					5.0				1		
·	tart Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 1 Week: 1		10/14/12 10/21/12	S	2 2	\$300.00 \$300.00	0.00 0.00						
Week: 1		10/21/12	S	2	\$300.00	0.00				- 1		
Week: 1		11/04/12	S	2		0.00				1		
9 4		2 11/02/12	M-F 12p-1p M-F 12-1p	CM-All		MTWTF	:30	5	\$300.00 2	0.00 NM	18	\$5,400.00
0	tart Date	End Date	Weekdays	Spots/Week	Rate	Rating						
ع Week: 1		10/14/12	MTWTF	3	\$300.00	0.00						
Week: 1		10/21/12	MTWTF	5	\$300.00	0.00						
Week: 1		10/28/12	MTWTE	5	\$300.00	0.00						
Week: 1	0/29/12	11/04/12	MTWTF	5	\$300.00	0.00						
10 4	10/08/1	2 11/02/12	M-F 5-6p 530-6p	CM-AII	530-6p (5:30 PM-6:	MTWTF 00 PM)	:30	5	\$600.002	0.00 NM	20	\$12,000.00
e	tart Date -	End Date	Weekdays	Spots/Week	•							
Week: 1	· · · · · · · · · · · · · · · · · · ·	10/14/12	MTWTF	- <u>opots/vveck</u> -	\$600.00	0.00						
Week: 1		10/21/12	MTWTF	5	\$600.00	0.00						
Week: 1		10/28/12	MTWTF	5	\$600.00	0.00						
	0/29/12	11/04/12	MTWTF	5	\$600.00	0.00						

Contract / Revision

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565996 Flight Dates 10/08/12-11/06/12

Hiatus Dates

Original Date / Revision 08/03/12/ 10/17/12

Order Sep 00:15:00

Advertiser Koster/D/Atty Gen/MO Product MISSOURIANS 4 KOSTER Estimate #

Totals  Len Spots Rate Pri Rtg Type Spots A	Days	Time E	Start/End	Break	Inventory Code	End	Start	n Ch
:30 5 \$900.002 0.00 NM 19 \$1	TWTF	Μ	6-630p	CM-All	M-F 6-630p M-F 6-630p	2 11/02/12	10/08/1	11 4
	-	Ratin	Rate	Spots/Week	Weekdays	End Date	Start Date	
•		0.0 0.0	\$900.00 \$900.00	4 5	MTWTF MTWTF	10/14/12 10/21/12		Week: 1 Week: 1
		0.0	\$900.00	5 5	MTWTF	10/21/12		week: 1 Week: 1
		0.0	\$900.00	5	MTWTF	11/04/12		Week: 1
:30 1 \$250.00 2 0.00 NM 1	S	_	5-6p	CM-All	Su 5-6p Su 5-6p	12 10/28/12		13 4
							NEWS 5P	
		Rating	Rate	Spots/Week	<u>Weekdays</u> S	End Date	tart Date	
:30 5 \$1,200.002 0.00 NM 18 \$2	TWTF	0.0	\$250.00	1		10/28/12		Week: 1
.50 5 \$1,200.002 0.00 NIVI 16 \$2				CM-AII	M-F 9-10p	12 11/02/12		15 4
		Rating 0.0	Rate	Spots/Week	<u>Weekdays</u> MTWTF	End Date	tart Date	
		0.0	\$1,200.00 \$1,200.00		MTWTF	10/14/12 10/21/12		Week: 1 Week: 1
eekdays <u>Length</u> <u>Rate</u> <u>Rtg Type</u>		0.0	/End Time		escription		Ch Date Ra	
TWThF :30 <del>(\$1,200.00)</del> 0.00 <i>NM</i>	MTV			9-10		2-10/21/12 M		7
	00	0.0	\$1,200.00	5	MTWTF	10/28/12	0/22/12	Week: 1
	00	0.0	\$1,200.00	5	MTWTF	11/04/12		Week: 1
:30 1 \$1,200.00 2 0.00 NM 2 \$	S	<del>-</del>	9-10p	CM-All	Su 9-10p Su 9-10p	11/04/12		7 4
						PΜ	NEWS-9F	
		Ratin	Rate	Spots/Week	<u>Weekdays</u>	End Date	tart Date	
		0.0	\$1,200.00 \$1,200.00		S S	10/28/12 11/04/12		Week: 1 Week: 1
:30 3 \$1,200.002 0.00 NM 10 \$1	1TWTF		10-1030p			12 11/02/12		18 4
	a	Ratin	Rate	Spots/Week	Weekdays	End Date	tart Date	s
	_	0.0	\$1,200.00		MTWTF	10/14/12		<u>ت</u> Week: 1
		0.0	\$1,200.00		MTWTF	10/21/12		Week: 1
1		0.0	\$1,200.00		MTWTF	10/28/12	0/22/12	Week: 1
		0.0	\$1,200.00		MTWTF~-	11/04/12		Week: 1
:30 1 \$600.002 0.00 NM 1	1		530-6p (5:30 PM-6		530-6p	12 11/05/12	11/05/1	19 4
	-	Ratin	Rate	Spots/Week	Weekdays	End Date	tart Date	
2000 000 000 1111		0.0	\$600.00	1	M	11/11/12		Week: 1
:30 1 \$900.002 0.00 NM 1			6-630p		M-F 6-630p M-F 6-630p			20 4
		Ratin		Spots/Week	<u>Weekdays</u>		tart Date	
.20 4 64 000 00 2 0 00 NM		0.0	\$900.00	1	M	11/11/12		Week: 1
:30	1			CM-All	M-F 9-10p	12 11/05/12		21 4
	_	Ratin 0.0	Rate \$1,200.00	Spots/Week 1	<u>Weekdays</u> M	End Date 11/11/12	tart <u>Date</u> 1/05/12	<u>S</u> Week: 1
:30 1 \$1,200.00 2 0.00 NM 1 \$	1		10-1030p		M-F 10-1030p	12 11/05/12	11/05/1	22 4
	g	Ratin	Rate	Spots/Week	Weekdays		Start Date	
	-	0.0	\$1,200.00		M	11/11/12		Week: 1
:30 10 \$525.002 0.00 NM 35 \$1	TWTF			CM-AII	M-F 7-9a 8-9a	12 11/02/12		23 4



565996 Flight Dates 10/08/12-11/06/12

<u>Hiatus Dates</u>

<u>Original Date / Revision</u> 08/03/12/ 10/17/12 <u>Order Sep</u> 00:15:00

Advertiser Koster/D/Atty Gen/MO Product MISSOURIANS 4 KOSTER Estimate #

Ln C	h	Start	End	inventory Code	Proak	Start/End T	imo Dove	Len Sp	ote	Pata Pri	Rtg Type	Tot	als Amount
	· · · · · · · · · · · · · · · · · · ·	0.7.25.01 × 9. 110.5	2 11/02/12	Inventory Code M-F 7-9a	CM-All	enga in Jack Alexand	MTWTF	:30	10	\$525,00 2	0.00 NM	35	\$18,375.00
	·			8-9a		(8:00 AM-9:0	00 AM)			•			` ,
	Star	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week	c: 10/0	8/12	10/14/12	MTWTF	5	\$525.00	0.00						
	c: 10/1		10/21/12	MTWTF	10	\$525.00	0.00						
	c: 10/2		10/28/12	MTWTF MTWTF	10	\$525.00	0.00						
	c: 10/2		11/04/12 2 11/05/12	M-F 7-9a	10 CM-AII	\$525.00	0.00 M	:30	2	\$525.00 2	0.00 NM	2	\$1,050.00
N 24				8-9a		(8:00 AM-9:0	00 AM)	,50	2	φ323.00 Z	U.UU INIVI	2	\$1,000.00
		t Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
·	c: 11/0		11/11/12	M	2	\$525.00	0.00			+444		4.0	***
N 25	4	10/08/1	2 11/02/12	M-F 5-6p 5-530p5-530P		530-6p (5:00 PM-5:3	M BO PM)	:30	5	\$600.002	0.00 NM	18	\$10,800.00
	Star	t Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
	c: 10/0		10/14/12	M	3	\$600.00	0.00						
	c: 10/1		10/21/12	M	5	\$600.00	0.00						
	c: 10/2 c: 10/2		10/28/12 11/04/12	M	5 5	\$600.00 \$600.00	0.00 0.00						
			2 11/05/12			530-6p	M	:30	1	\$600.002	0.00 NM	1	\$600.00
120	7	11/00/1/	2 11700/12	5-530p5-530P	OW-7 (II	(5:00 PM-5:3		.00	,	ψ500.00 Z	0.00 14171		Ψ000.00
	Stan	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week		********	11/11/12	M	1	\$600.00	0.00						
			2 11/02/12	M-F 430a News	CM-AII	430-5a	MTWTF	:30	5	\$100.003	0.00 NM	15	\$1,500.00
	,		- 1	M-F 430-5a News					_	•			, , , , , , , , , , , ,
	Star	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week	c: 10/1	,	10/21/12	MTWTF	5	\$100.00	0.00						
Week	c: 10/2	2/12	10/28/12	MTWTF	5	\$100.00	0.00						
Week	c: 10/2	9/12	11/04/12	MTWTF	5	\$100.00	0.00						
128	4	11/05/1:	2 11/05/12	M-F 430a News M-F 430-5a News		430-5a	M	:30	2	\$100.003	0.00 NM	2	\$200.00
	Star	t Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating				j		
Week	c: 11/0	5/12	11/11/12	M	2	\$100.00	0.00	·····					
N 29	4	10/15/1:	2 11/02/12	M-F 530-6a M-F 530-6a	CM-AII	530-6a	MTWTF	:30	5	\$200.003	0.00 NM	15	\$3,000.00
	Star	t Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
	c: 10/1		10/21/12	MTWTF	5	\$200.00	0.00						
Week			10/28/12	MTWTF	5	\$200.00	0.00						
	: 10/2		11/04/12	MTWTF	5		0.00		·····	0450 000	0.00 1114	4.5	** *** **
130	4	10/15/12	2 11/02/12	M-F 10-11a M-F 10-11a	CM-AII	10-11a	MTWTF	:30	5	\$150.002	0.00 NM	15	\$2,250.00
		t Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week			10/21/12	MTWTF	5	\$150.00	0.00						
Week Week			10/28/12 11/04/12	MTWTF MTWTF	5 5	\$150.00 \$150.00	0.00 0.00						
			2- 11/02/12	M-F 4-5p	CM-AII	***	MTWTF	:30	5	\$250.003	0.00 NM	14	\$3,500.00
	C+	· Data	End Data	M-F 4-5p	Spots/Week	Pata	Rating						
Week		<u> Date</u>	End Date 10/21/12	<u>Weekdays</u> MTWTF	Spots/vveek 5	<u>Rate</u> \$250.00	0.00						
Spot			10/21/12 nge — D		_	#250.00 E/End Time		/eekdays	Len	gth Rate	Rtg Type		
2			2-10/21/12 M		4-5p			TWThF		:30 (\$250.00)			,
_		dited		,	,					,			
Week			10/28/12	MTWTF	5	\$250.00	0.00						
		9/12	11/04/12	MTWTF	5	\$250.00	0.00				l		

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565996

Flight Dates 10/08/12-11/06/12

Hiatus Dates

Original Date / Revision 08/03/12/ 10/17/12

Order Sep 00:15:00

Advertiser Koster/D/Atty Gen/MO

Ln C	Ch	Start	End	Inventory Code	Break	Start/End 7	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Tota Spots	Amount
V 32	4 ′	11/05/12	2 11/05/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	M	:30	1	\$250.00 3	0.00 NM	1	\$250.00
Wee	<u>Start</u> k: 11/05		End Date 11/11/12	<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$250.00	Rating 0.00						
N 33	4	10/15/12	2 10/15/12	M-F 4-5p M-F 4-5p	CM-AII	4-5p	<b>V</b> [	:30	1	\$0.00 VIP	0.00 NM	1	\$0.00
Wee	<u>Start</u> k: 10/15		End Date 10/21/12	<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$0.00	<u>Rating</u> 0.00						
√34	4 ′	10/16/12	2 10/19/12	M-F 430a News M-F 430-5a News		430-5a	-TWTF	:30	4	\$0.00 VIP	0.00 NM	4	\$0.00
Wee	<u>Start</u> k: 10/15		End Date 10/21/12	<u>Weekdays</u> -TWTF	Spots/Week 4	<u>Rate</u> \$0.00	Rating 0.00						
135	4 1	10/16/12	2 10/19/12	M-F 1132p-1202a M-F 1132p-1202a		M-F 1132p-	1202a -TWTF	:30	4	\$0.00 VIP	0.00 NM	4	\$0.00
Wee	<u>Start</u> k: 10/15		End Date 10/21/12	<u>Weekdays</u> -TWTF	Spots/Week 4	<u>Rate</u> \$0.00	Rating 0.00						
136	4 ′	10/18/12	2 10/19/12	M-F 430a News M-F 430-5a News		430-5a	TF	:30	4	\$0.00 VIP	0.00 NM	4	\$0.00
Wee	<u>Start</u> k: 10/15		End Date 10/21/12	<u>Weekdays</u> TF	Spots/Week 4	<u>Rate</u> \$0.00	Rating 0.00						
137	4 1	10/18/12	2 10/19/12	M-F 1132p-1202a M-F 1132p-1202a		M-F 1132p-	1202aTF	:30	4	\$0.00 VIP	0.00 NM	4	\$0.00
Wee	<u>Start</u> k: 10/15		End Date 10/21/12	<u>Weekdays</u> TF	Spots/Week 4	<u>Rate</u> \$0.00	<u>Rating</u> 0.00						
138	4 1	10/22/12	2 10/26/12	M-F 4-5p M-F 4-5p	CM-AII	4-5p	MTWTF	:30	1	\$250.003	0.00 NM	1	\$250.00
Wee	<u>Start</u> k: 10/22		End Date 10/28/12	<u>Weekdays</u> MTWTF	Spots/Week 1	<u>Rate</u> \$250.00	Rating 0.00						
l 39	4 ′	10/18/12	2 10/19/12	M-F 5-6p 530-6p	CM-AII	530-6p (5:30 PM-6:0	TF 00 PM)	:30	1	\$600.002	0.00 NM	1	\$600.00
Wee	<u>Start</u> k: 10/15		End Date 10/21/12	Weekdays TF	Spots/Week 1	<u>Rate</u> \$600.00	Rating 0.00						
40	4 1	10/18/12	2 10/19/12	M-F 9-10a M-F 9-10a	CM-AII	9-10a	T <b>F</b>	:30	1	\$100.003	0.00 NM	1	\$100.00
Wee	<u>Start</u> k: 10/15		End Date 10/21/12	Weekdays TF	Spots/Week 1	<u>Rate</u> \$100.00	Rating 0.00						
141	4 1	10/29/12	2 11/02/12	M-F 9-10p M-F 9-10p	CM-AII	9-10p	MTWTF	:30	1	\$1,200.002	0.00 NM	1	\$1,200.00
Wee	<u>Start</u> k; 10/29		End Date 11/04/12	<u>Weekdays</u> MTWTF	Spots/Week 1	<u>Rate</u> \$1,200.00	Rating 0.00						
142	4 1	10/22/12	2 10/26/12	M-F 4-5p M-F 4-5p	CM-AII	4-5p	MTWTF	:30	1	\$250.003	0.00 NM	1	\$250.00
	Start		End Date	Weekdays	Spots/Week	Rate	Rating						
Wee	k: 10/22	2/12	10/28/12	MTWTF	1	\$250.00	0.00						

KEUIS ...

Print Date

Order Sep

Alt Order#

10/16/12

00:15:00

09771611

Page 1 of 5



Contract / Revision

### WDAF-TV

565996

Order%

## **ORDER**

Flight Dates 10/08/12-11/06/12

Product Estimate #

Product Estimate #

Original Date / Revision Agency Com 15% Billing Type Cash

10/16/12 10/16/12 <u>Billing Contact</u> <u>Order Type</u> GENERAL

Advertiser Kastar D/Atty, Con/MO

Billing Cycle EOM/EOC

**MISSOURIANS 4 KOSTER** 

Advertiser Koster/D/Atty Gen/MO

25 Whitlock Place

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Suite 201
Marietta, GA 30064

Demographic A35+

Agency LUC Media Rev Codes SP-POL CAN GEN

Buying Contact
Sales Office DC-M Product Codes PL11b
Sales Posion NAT Priority 3

25 Whitlock Place Sales Region NAT Priority 3

Suite 201 Agency Ref Advertiser Ref
Marietta, GA 30064

Start Date

# Primary Account Executive

Dan Driscoll

Account Executive

Dan Driscoll 100%

Order Share 33% Market Value 526893

End Date

Competing Station % of Order Amount **KCPT** % 0 **KCTV** 16% 84303 **KCWE** % 0 **KMBC** 25% 131723 KMCI % 0 **KPXE** % 0 **KSHB** 25% 131723 **KSMO** 1% 5268

**Order Totals Billing Plan** # of Spots Month Net Amount Gross Amount Rating Start Date End Date # Spots Net Amount Gross Amount October 2012 241 \$101,128,75 \$118,975.00 0.00 10/01/12 10/28/12 241 \$101,128.75 \$118,975.00 November 2012 105 \$46,665.00 \$54,900.00 0.00 10/29/12 11/05/12 105 \$46,665.00 \$54,900.00 346 \$147,793.75 Totals \$173,875.00 0.00

												Tota	als
Ln C	\h	Start	End	Inventory Code	Break	Start/End	Time Days	Len	Spots	Rate Pri	Rtg Type S	Spots	Amount
1	4	10/03/12	11/02/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	MTWTF	:30	8	\$500.002	0.00 NM	38	\$22,800.00
	Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Wee	k: 10/	08/12	10/14/12	MTWTF	8	\$600.00	0.00						
Wee	k: 10/	15/12	10/21/12	MTWTF	10	\$600.00	0.00				1		
Wee	k: 10/	22/12	10/28/12	MTWTF	10	\$600.00	0.00						
Wee	k: 10/	29/12	11/04/12	MTWTF	10	\$600.00	0.00				I		
2	4	11/05/12	11/05/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	Hanner	:30	2	\$600 00 2	MW 00.0	2	\$1,200.00
FC	X4 N	EWS 6AN	<b>1</b>								l l		
Wee		rt Date 05/12	End Date 11/11/12	Weekdays M	Spots/Week 2	Rate \$600.00							•
3	4	10/08/12	11/02/12	M-F 7-9a M-F 7-9a	CM-AII	7-9a	MTWTF	:30	10	\$525.002	0.00 NM	38	\$19,950.00



565996

Flight Dates 10/08/12-11/06/12

Hiatus Dates

<u>Original Date / Revision</u> 10/16/12/ 10/16/12

Order Sep 00:15:00

Print Date: 10/16/12

Advertiser Koster/D/Atty Gen/MO

n Ch	Start	End	Inventory Cod			Time Days	Len Sp	-		Rtg Type S		Amoun
3 4	10/08/	12 11/02/12	M-F 7-0a M-F 7-9a	CM-AI	7-93	WWTF	:30	10	9525.002	0.00 NM	38	\$19,950.0
Sta	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10	0/08/12	10/14/12	MTWTF	8	\$525.00	0.00				•		
Week: 10		10/21/12	MTWTF	10	\$525.00	0.00						
Week: 10		10/28/12	MTWTF	10	•	0.00				I		
Week: 10	)/29/12	11/04/12	MTWTF	10		0.00						
4 4		12 11/05/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	M	:30	4	\$525.002	0.00 NM	4	\$2,160.6
		G SHOW										
St: Week: 11	art <u>Date</u> /05/12	End Date 11/11/12	Weekdays M	Spots/Week 4		Rating 0.00						
5 4	10/08/1	12 11/02/12	M-F 9-10a M-F 9-10a	CM-Ail	9-10a	MTWTF	:30	5	\$200.003	0.00 NM	18	\$3,600.0
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10	/08/12	10/14/12	MTWTF	3		0.00				1		
Week: 10		10/21/12	MTWTF	5	\$200.00	0.00				l		
Week: 10		10/28/12	MTWTF	5		0.00				1		
Week: 10		11/04/12	MTWTF	5		0.00		·				
6 4	11/05/1	2 11/05/12	M-F 9-10a M-F 9-10a	CM-AII	9-10a	M	:30	1	\$200.003	0.00 NM	1	\$200.0
FOX4 N	NEWS 9A	M								1		
<u>Sta</u> Week: 11	art <u>Date</u> /05/12	End Date 11/11/12	Weekdays M	Spots/Week 1	<u>Rate</u> \$200,00	Rating 0.00						
7 4	10/13/1	2 11/03/12	Sa 7-9a Sa 7-9a	CM-All	Sa 7-9a	en en se se su 💆 des	:30	2	\$500.002	0.00 NM	8	\$4,000.6
FOX4 N	NEWS 9A	M-SAT								1		
Sta	art Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating				- 1		
Week: 10		10/14/12		2	\$500.00	0.00						
Week: 10		10/21/12	S-	2	\$500.00	0.00				1		
Week: 10		10/28/12	5	2	\$500.00	0.00						
Week: 10		11/04/12	S-	2		0.00						
8 4 E0V4A		2 11/04/12	Su 7-9a Su 7-9a	CM-AII	Şu 7-Qa	en en de en ele ele 2	:30	2	\$300.002	0.00 NM	8	\$2,400.0
	NEWS 9A		1011	0	<b>5</b> .	<b></b>						
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10, Week: 10,		10/14/12 10/21/12	S S	2 2	\$300.00	0.00						
week: 10/ Week: 10/		10/21/12	S	2	\$300.00 \$300.00	0.00 0.00						
Week: 10/		11/04/12	S	2	\$300.00	0.00				1		
) 4		2 11/02/12	M-F 12p-1p M-F 12-1p	CM-AII		MTWTF	:30	5	\$300.002	0.00 NM	18	\$5,400.0
Ste	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
<u>ن د د</u> Week: 10		10/14/12	MTWTF	3	\$300.00	0.00						
Week: 10/		10/21/12	MTWTF	5	\$300.00	0.00						
Week: 10/	/22/12	10/28/12	MTWTF	5	\$300.00	0.00						
Week: 10/	/29/12	11/04/12	MTWTF	5	\$300.00	0.00					-	
0 4	10/08/1	2 11/02/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:0	MTWTF	:30	5	\$500.002	0.00 NM	20	\$12,000.0
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Neek: 10/		10/14/12	MTWTF	Spots/vveek 5	\$600.00	0.00						
Week: 10/		10/21/12	MTWTF	5	\$600.00	0.00						
Week: 10/		10/28/12	MTWTF	5	\$600.00	0.00						
Week: 10/		11/04/12	MTWTF	5	\$600.00	0.00				1		



565996

Flight Dates 10/08/12-11/06/12

Hiatus Dates

Original Date / Revision 10/16/12/ 10/16/12

Order Sep 00:15:00

Advertiser Koster/D/Atty Gen/MO

11 4	10/08/1	2 11/02/12	M-F 6-630p	CM-All	6-630p	MTWTF	:30	5 \$900	00.2 0.00 WM	19	\$17,100.0
			M-F 6-630p	0 h31	179 - 4	Detter					
_	Start Date 10/08/12	End Date 10/14/12	<u>Weekdays</u> MTWTF	Spots/Week 4	<u>Rate</u> \$900.00	Rating 0.00					
	10/05/12	10/21/12	MTWTF	5	\$900.00	0.00					
	10/13/12	10/28/12	MTWTF	5	\$900.00	0.00					
	10/29/12	11/04/12	MTWTF	5	\$900.00	0.00					
13 4 EOV	10/28/1 4 NEWS SP	2 10/28/12	Su 5-6p Su 5-6p	CM-All	5-6p	5 m m m m m S	:30	1 \$250.	002 0.00 NM	1	\$250.0
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
	10/22/12	10/28/12	S	1	\$250.00	0.00					
5 4	Name and Address of the Owner, where the Owner, which is the Owner, which	2 11/02/12	M-F 9-10p M-F 9-10p	CM-All		MTWTF	:30	5 \$1,200.	002 0.00 NM	19	\$22,800.0
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week:	10/08/12	10/14/12	MTWTF	4	\$1,200.00	0.00					
Week:	10/15/12	10/21/12	MTWTF	5	\$1,200.00	0.00					
	10/22/12	10/28/12	MTWTF	5		0.00					
***************************************	10/29/12	11/04/12	MTWTF		\$1,200.00	0.00	<del></del>	<del></del>	<del>%:                                    </del>	_	
7 4 FOX4	16/28/1: 4 NEWS-9P	ž 11/04/12 M	Su 9-10p Su 9-10p	CM-All	9-10p	~ ~ ~ ~ <del>~</del> <del>~</del> <del>~</del> <del>~</del> <del>~</del> <del>*</del>	:30	1 \$1,200.	002 0.00 NM	2	\$2,400.0
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
	10/22/12	10/28/12	S		\$1,200.00	0.00					
Week:	10/29/12	11/04/12	5	1	\$1,200.00	0.00			İ		
8 4	10/08/1	2 11/02/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030р	MTWTF	:30	3 \$1,200.	002 0,00 NM	10	\$12,000.0
<u> </u>	Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					
	10/08/12	10/14/12	MTWTF		\$1,200.00	0.00					
	10/15/12	10/21/12	MTWTF		\$1,200.00	0.00					
	10/22/12 10/29/12	10/28/12 11/04/12	MTWTF MTWTF		\$1,200.00 \$1,200.00	0.00 0.00					
9 4	The second section is a second section of the second	2 14/05/12	M-F 5-8p		530-6p	Marra	:30	1 \$600	002 0.00 NM	1	\$500.0
19 73 1	i nuşa (,	e i irşenik	530-6ρ	₩ir.ıxii	(5:30 PM-6:0		,00	1 46600	50 € 4:00 (31#)	•	##ww.
S	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 1	11/05/12	11/11/12	M	1	\$600.00	0.00					
0 4	11/05/1	2 11/05/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	М	:30	1 \$900	0.00 NM	1	\$900.0
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating			l		
Week: 1	11/05/12 11/05/1:	11/11/12 2 11/05/12	M M-F 9-10p M-F 9-10p	CM-All	\$900.00 9-10p	0.00 M	:30	1 \$1,200	00.2 0.00 NM	1	\$1,200.0
5	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
	11/05/12	11/11/12	Menone	1	\$1,200.00	0.00					
2 4	11/05/4	2 11/05/12	M-F 10-1030p M-F 10-1030p	CM-Ali	10-1030p	M 100 M 100 M 100 M	:30	1 \$1,200.	0.00 NM	1	\$1,200.0
	Start Date 11/05/12	End Date 11/11/12	Weekdays M	Spots/Week 1	Rate \$1,200.00	Rating 0.00					
23 4	10/08/1	2 11/02/12	M-F 7-9a	CM-All		MTWTF	:30	10 \$525.	0.00 NM	35	\$18,375.0
		, , ,	8-0a ···		(8:00 AM-9:6	0 AM)					,
S	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
	10/08/12	10/14/12	MTWTF	5	\$525.00	0.00					
week.	10/15/12	10/21/12	MTWTF	10	\$525.00	0.00			Į.		

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Flight Dates 10/08/12-11/06/12

Hiatus Dates

Original Date / Revision 10/16/12/ 10/16/12 Order Sep 00:15:00

Advertiser Koster/D/Atty Gen/MO

23	n Start 4 10/08/4	2 11/02/12	Inventory Code	CM-All	Start/End T	MIWIF	Len Sp	10	\$525.002	Rtg Type S	35	\$16,376,00
éa .	4 IQ/QQ/I	6 11/96/1E	8-9a	Mediacin	(8:00 AM-9:0	-	.00		With the Control of the	O'DO IXIN		m 1 20 1 20 1 50 1 50 5
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week	10/22/12	10/28/12	MTWTF	10	\$525.00	0.00				1		
	: 10/29/12	11/04/12	MTWTF	10	\$525.00	0.00				ļ		
<del> </del>	<del></del>	2 11/05/12	M-F 7-9a	CM-All	8-9a	M	:30	2	\$625.002	0.00 MM	2	\$1,050.00
	* *********	,	8-9a	~~~	(8:00 AM-9:0	00 AM)						. ,
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week	11/05/12	11/11/12	M	2	\$525.00	0.00						
25	4 10/05/1	2 11/02/12	M-F 5-6p	CM-All	530-6p	M	:30	5	\$600.002	0.00 NM	18	\$10,860.00
			5-530ps-530P		(5:00 PM-5:3	10 PM)						
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week	: 10/08/12	10/14/12	M	3	\$600.00	0.00				1		
Week	: 10/15/12	10/21/12	M	5	\$600.00	0.00				l l		
	: 10/22/12	10/28/12	M======	5	\$600.00	0,00						
Week	: 10/29/12	11/04/12	M	5	\$600.00	0.00						
28	4 11/05/1	2 11/05/12	M-F 5-6p	CM-All	530-6p	M	:30	1	\$600.002	0.00 NM	1	\$600.00
			5-530p5-530P		(5:00 PM-5:3	10 PM)						
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week	: 11/05/12	11/11/12	M	1	\$600.00	0.00	<del>,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,</del>	<del>de la composito de la co</del>				
27	4 10/15/1	2 11/02/12	M-F 430a Nows	CM-All	430-5a	MTWTF	:30	5	\$100.003	0.00 NM	15	\$1,500.00
			M-F 430-5a News	3								
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week	: 10/15/12	10/21/12	MTWTF	5	\$100.00	0.00						
Week	: 10/22/12	10/28/12	MTWTF	5	\$100.00	0.00						
Week	: 10/29/12	11/04/12	MTWTF	5	\$100.00	0.00						
28 ·	4 11/05/1	2 11/05/12	M-F 430a Nows	CM-All	430-5a	M	:30	2	\$100.003	0.00 NM	2	\$200.00
			M-F 490-50 News	3								
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week	: 11/05/12	11/11/12	M	2	\$100.00	0.00						
29	4 10/15/1	2 11/02/12	M-F 530-6a	CM-All	530-6a	MTWTF	:30	5	\$200.003	0.00 NM	15	\$3,000.00
			M-F 630-6a							1		
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating				1		
Week	: 10/15/12	10/21/12	MTWTF	5	\$200.00	0.00						
	: 10/22/12	10/28/12	MTWTF	5	\$200.00	0.00						
Week	: 10/29/12	11/04/12	MTWTF	5	\$200.00	0.00						
30	4 10/15/1	2 11/02/12	M-F 10-11a	CM-All	10-11a	MTWTF	:30	5	\$150.002	0.00 NM	15	\$2,250.00
			M-F 10-11a									
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating				1		
Week	: 10/15/12	10/21/12	MTWTF	5	\$150.00	0.00						
Week	: 10/22/12	10/28/12	MTWTF	5	\$150.00	0.00						
Week	: 10/29/12	11/04/12	MTWTF	5	\$150.00	0.00						
31	4 10/15/1	2 11/02/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	MTWTF	:30	5	\$250.003	MIA 00.0	15	\$3,750.00
	Chart Data	End Data	Weekdays	Spots/Week	Data	Datina						
Mack	Start Date	End Date	<u>vyeekoays</u> MTWTF	Spots/vveek 5	<u>Rate</u> \$250.00	Rating 0.00						
	: 10/15/12 :: 10/22/12	10/21/12 10/28/12	MTWTF	- 5 5	\$250.00	0.00				1		
	: 10/22/12	11/04/12	MTWTF	5	\$250.00	0,00						
ARMON	<del>Carlestine and Carlestine Carlestine like</del>	2 11/05/12	M-F 4-5p	CM-All	<del></del>	M=====	:30	1	\$250.003	0.00 NM	4	\$250.00
-	or theight	11/03/12	M-F 4-5p	Othizk/ii					####.VV Q	A'NA LSIAI		marin hr
22												
-	Start Data	End Data		SnoteAtlack	Pata	Rating				1		
32	Start Date : 11/05/12	End Date 11/11/12	Weekdays M	Spots/Week	<u>Rate</u> \$250.00	Rating 0.00						

Print Date: 10/16/12 Page 5 of 5



Flight Dates 10/08/12-11/06/12 565996

Hiatus Dates

Original Date / Revision 10/16/12/ 10/16/12

Order Sep 00:15:00

Advertiser Koster/D/Atty Gen/MO

1	O.b.	Ctont	Find	Inventory Code	Brook	Start/End	Time Days	Len S	note	Rata Pri	Rtg Type	Total	s Amount
Ln	Ch	Start TO/TO/A	End	Inventory Code	DIEGN	Statucho	Harrie Days	.30	hora	W. U.	ixig Type	opota	Amount
alA/	<u>Sta</u> aek: 10.	nt Date	End Date 10/21/12	M-F 4-5p Weekdays M	Spots/Week	<u>Rate</u> \$0.00	Rating 0.00						
34	4	Colinson Named and Assessment	2 10/19/12	M-F 430a Nows M-F 430-5a Nows		430-5a	-TWTF	:30	4	\$0.00 VIP	0.00 NM	4	\$0.00
W6	<u>Ste</u> eek: 10	irt Date /15/12	End Date 10/21/12	Weekdays -TWTF	Spots/Week 4	<u>Rate</u> \$0.00	Rating 0.00		<b>10.444-4490-7</b> 90-8-103-8-103-8-103-8-103-8-103-8-103-8-103-8-103-8-103-8-103-8-103-8-103-8-103-8-103-8-103-8-	may year or response and resident and resident may be selected to the selected	***		
E 35	á	10/16/1	2 10/19/12	M-F 1132p-1202a M-F 1132p-1202a		M-F 1132p	-1202a -TWTF	:30	4	\$0.00 VIP	0.00 NM	4	\$0.00
We	<u>Sta</u> pok: 10.	irt Date /15/12	End Date 10/21/12	Weekdays -TWTF	Spots/Week 4	<u>Rate</u> \$0.00	Rating 0.00		lossenes succión de contribétos				
N 36	4	10/18/1	2 10/19/12	M-F 430a News M-F 430-8a News		430-5a	-~-TF	:30	4	\$0.00 VIP	0.00 NM	4	\$0,00
W€	<u>Sta</u> eek: 10	rt <u>Date</u> /15/12	End Date 10/21/12	Weekdays TF	Spots/Week 4	<u>Rate</u> \$0.00	Reting 0.00		······································				
N 37	4	10/18/1	2 10/19/12	M-F 1132p-1202a M-F 1132p-1202a		M-F 1132p	-1202gTF	:30	4	\$0.00 VIP	M/A 00.0	4	\$0.00
We	<u>St</u> aek: 10	rt <u>Date</u> /15/12	End Date 10/21/12	Weekdays TF	Spots/Week 4	<u>Rate</u> \$0.00	Rating 0.00	A	**************************************				
Name									Bank a Bank a		Totals	346517	3,875.00



Contract / Revision

## ORDER

Flight Dates 10/08/12-11/06/12

Original Date / Revision

10/15/12 10/15/12

565996 /

Advertiser Koster/D/Atty Gen/MO

Agency LUC Media

**Buying Contact** 

25 Whitlock Place Suite 201

Marietta, GA 30064

**Product** 

MISSOURIANS 4 KOSTER

15% Agency Com

**Billing Contact** 

25 Whitlock Place

Suite 201

Marietta, GA 30064

Sales Office DC-M Sales Region NAT

Agency Ref

00:15:00 Order Sep

Estimate #

Alt Order # 09771611

Billing Type

Cash

Order Type

**GENERAL** EOM/EOC

Billing Cycle

Billing Calendar BROADCAST

Demographic A35+

Rev Codes

SP-POL CAN

3

**GEN** 

Product Codes PL1Ib

Priority

Advertiser Ref

# Primary Account Executive

Dan Driscoll

Totals

Account Executive Order% Start Date End Date 100% Dan Driscoll

338

Order Share 33% Market Value 526893

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	16%	84303
KCWE	%	0
KMBC	25%	131723
KMCI	%	0
KPXE	%	0
KSHB	25%	131723
KSMO	1%	5268

Billing Plan **Order Totals** Net Amount Gross Amount Rating Start Date End Date Net Amount Gross Amount # Spots # of Spots Month \$101,128.76 \$118,975.00 0.00 10/01/12 10/28/12 233 October 2012 \$118,975.00 233 \$101,128.75 \$46,665.00 \$54,900.00 0.00 10/29/12 11/05/12 105 November 2012 105 \$46,665.00 \$54,900.00 \$147,793.75 \$173,875.00 0.00

											Tota	als_
Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len S	Spots	Rate Pri	Rtg Type S	Spots	Amount
1 4	10/08/1	2 11/02/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	MTWTF	:30	8	\$600.002	0.00 NM	38	\$22,800.00
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		10/14/12	MTWTF	8	\$600.00	0.00						
Week: 10	/15/12	10/21/12	MTWTF	10	\$600.00	0.00						
Week: 10	/22/12	10/28/12	MTWTF	10	\$600.00	0.00						
Week: 10	/29/12	11/04/12	MTWTF	10	\$600.00	0.00					· ·	
2 4	11/05/1	2 11/05/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	M	:30	2	\$600.002	0.00 NM	2	\$1,200.00
FOX4.N	NEWS 6A	M										
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating	,					
Week: 11	/05/12	11/11/12	M	2	\$600.00	0.00						
3 4	10/08/1	2 11/02/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	MTWTF	:30	10	\$525.002	0.00 NM	38	\$19,950.00

Print Date: 10/15/12



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Flight Dates 10/08/12-11/06/12

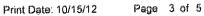
Hiatus Dates

Original Date / Revision 10/15/12/ 10/15/12

Order Sep 00:15:00

Advertiser Koster/D/Atty Gen/MO

											Tot	als
Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len S	oots	Rate Pri	Rtg Type	Spots	Amount
3 4	10/08/1	2 11/02/12	M-F 7-9a M-F 7-9a	CM-AII	7-9a	MTWTF	:30	10	\$525.002	0.00 NM	38	\$19,950.00
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		10/14/12	MTWTF MTWTF	8 10	\$525.00 \$525.00	0.00				l		
Week: 10 Week: 10		10/21/12 10/28/12	MTWTF	10	\$525.00	0.00						
Week: 10		11/04/12	MTWTF	10	\$525.00	0.00						
4 4		2 11/05/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	M	:30	4	\$525.002	0.00 NM	4	\$2,100.00
FOX4	MORNING	SHOW								1		
St	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 17	1/05/12	11/11/12	M	4	\$525.00	0.00						
5 4	10/08/1	2 11/02/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	MTWTF	:30	5	\$200.003	0.00 NM	18	\$3,600.00
St	tart Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10	0/08/12	10/14/12	MTWTF	3	\$200.00	0.00						
Week: 10	0/15/12	10/21/12	MTWTF	5	\$200.00	0.00						
Week: 10		10/28/12	MTWTF	5	\$200.00	0.00						
Week: 10		11/04/12	MTWTF	5	\$200.00	0.00						
6 4	11/05/1	2 11/05/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	M	:30	1	\$200.003	0.00 NM	1	\$200.00
FOX4	NEWS 9A	M										
*****	tart Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 1	1/05/12	11/11/12	M	1	\$200.00	0.00						
7 4		2 11/03/12	Sa 7-9a Sa 7-9a	CM-All	Sa 7-9a	\$-	:30	2	\$500.002	0.00 NM	8	\$4,000.00
	NEWS 9A											
	tart Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10		10/14/12	5-	2	\$500.00	0.00						
Week: 10		10/21/12	5-	2 2	\$500.00 \$500.00	0.00 0.00						
Week: 10 Week: 10		10/28/12 11/04/12	S-	2	\$500.00	0.00						
8 4	<del></del>	2 11/04/12			Su 7-9a	~~5	:30	2	\$300.002	0.00 NM	8	\$2,400.00
			Su 7-9a	CIRTA	Qu 1-48	···· •/	.00	-	\$200.55 £	0.00 1110		aki wa 1 . a Ai at a an A
FOX4	NEWS 9A	M-SUN										
******	tart Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week. 10		10/14/12	\$	2	\$300.00	0.00						
Week: 10		10/21/12	\$	2	\$300.00	0.00				[		
Week: 10		10/28/12 11/04/12	S	2 2	\$300.00 \$300.00	0.00 0.00						
Week: 10	***************************************	2 11/02/12		CM-All		MTWTF	:30	5	\$300.002	0.00 NM	18	\$5,400.00
C.	tort Data	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
<u>ى</u> Week: 10	t <u>art Date</u>	10/14/12	<u>weekdays</u> MTWTF	Spors/week	\$300.00	0.00						
Week: 10		10/14/12	MTWTF	5	\$300.00	0.00						
Week. 10		10/28/12	MTWTF	5	\$300.00	0.00						
Week: 10		11/04/12	MTWTF	5	\$300.00	0.00						*
10 4	10/08/1	2 11/02/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6	MTWTF 00 PM)	:30	5	\$600.002	0.00 NM	20	\$12,000.00
Si	tart.Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 1		10/14/12	MTWTF	5	\$600.00	0.00	-	-				
Week: 1		10/21/12	MTWTF	5	\$600.00	0.00						
Week: 1		10/28/12	MTWTF	5	\$600.00	0.00						
Week: 10	0/29/12	11/04/12	MTWTF	5	\$600.00	0.00						





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Flight Dates 10/08/12-11/06/12

Hiatus Dates

Original Date / Revision 10/15/12/ 10/15/12

Order Sep 00:15:00

Advertiser Koster/D/Atty Gen/MO Product MISSOURIANS 4 KOSTER Estimate #

Advertiser	Koste	r/D/Atty C	sen/MO	Product IVIIS	SOURIAN	15 4 NUS I ER	LSuille	<u> </u>			
Ln Ch	Start	End	Inventory Code	Break	Start/End 1	ime Days	Len Sp	oots Rate Pri	Rtg Type \$	Tota Spots	als Amount
11 4		2 11/02/12	M-F 6-630p	CM-All	6-630p	MTWTF	:30	5 \$900.002	0.00 NM	19	\$17,100.00
			M-F 6-650p						i		
Sta	<u>rt Date</u>	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 10		10/14/12	MTWTF	4	\$900.00 \$900.00	0.00 0.00			1		
Week: 10		10/21/12	MTWTF MTWTF	5 5	\$900.00	0.00			1		
Week: 10		10/28/12 11/04/12	MTWTF	5	\$900.00	0.00			ĺ		
13 4		2 10/28/12	Su 5-6p	CM-All	5-60		:30	1 \$250.002	0.00 NM	1	\$250.00
। ऐंग व्य	14/64/1	e iorassiae	Su 5-6p	***************************************	~ ~ <b>F</b>				I		
FOX4 N	VEWS 5P					- ·			1		
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 10	***************************************	10/28/12	5	1	\$250.00	0.00	:30	5 \$1,200.002	0.00 NM	19	\$22,800.00
15 4	10/08/1	2 11/02/12	M-F 9-10p M-F 9-10p	CM-All	9-1Up	MTWT'F	.au	5 \$1,£09.QUZ	C.CC ISING		der inner
Sta	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating			l		
Week: 10	/08/12	10/14/12	MTWTF		\$1,200.00	0.00			I		
Week: 10		10/21/12	MTWTF		\$1,200.00	0.00			1		
Week: 10		10/28/12	MTWTF		\$1,200.00 \$1,200.00	0.00			1		
Week: 10		11/04/12	MTWTF	CM-AII		0.00	:30	1 \$1,200.002	0.00 NM	2	\$2,400.00
17 4	10/28/1	2 11/04/12	Su 9-10p Su 9-10p	CIVI-AII	a-10b	3	.50	1 41,450,50 5	0.00 (318)	-	****
FOX41	NEWS-9F	M									
*******	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 10		10/28/12	S		\$1,200.00	0.00 0.00					
Week: 10		11/04/12	S		\$1,200.00	MTWTF	:30	3 \$1,200.002	0.00 NM	10	\$12,000.00
18 4	10/08/1	2 11/02/12	M-F 10-1030p M-F 10-1030p	CIVI-AII	10-1030p		.30	A 614 man. A. c.	0.00 14141	, ,	# 1 m 1 m 2 m 2 m 2 m 2 m 2 m 2 m 2 m 2 m
St	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 10		10/14/12	MTWTF		\$1,200.00	0.00			-		
Week: 10		10/21/12	MTWTF MTWTF		\$1,200.00 \$1,200.00	0.00 0.00					
Week: 10 Week: 10		10/28/12 11/04/12	MTWTF		\$1,200.00	0.00					
19 4		12 11/05/12	M-F 5-6p		530-6p	M	:30	1 \$600.002	0.00 NM	1	\$600.00
			530-6p		(6:30 PM-6	•					
	art Date	End Date	<u>Weekdays</u>	Spots/Week		Rating			l		
Week: 11	/05/12	11/11/12	M	1	\$600.00	0.00		2002.00.0	0.00.141		8089.08
20 4	11/05/	12 11/05/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	M	:30	1 \$900.002	0.00 NM	1	\$900.00
St Week: 11	art Date	End Date 11/11/12	Weekdays M	Spots/Week 1	<u>Rate</u> \$900.00	Rating 0.00					
21 4		12 11/05/12	M-F 9-10p	CM-AI	9-10p	M~~~~~	:30	1 \$1,200.002	0.00 NM	1	\$1,200.00
64	art Date	End Date	M-F 9-10p Weekdays	Spots/Week	Rate	Rating					
<u>عد</u> 11 Week		11/11/12	M		\$1,200.00	0.00					
22 4		12 11/06/12	M-F 10-1030p M-F 10-1030p		I 10-1030p	М~~~~	:30	1 \$1,200.002	0.00 NM	_ 1	\$1,200.00
St	art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 11		11/11/12	M		\$1,200.00	0.00					
23 4	10/08/	12.11/02/12	M-F. 7-9a	CM-A	8-9a	MTWTF	:30	10 \$525.002	0.00 NM	35	\$18,375.00
	,		8-9a		(8:00 AM-9	(MA 00:					
SI	tart Date	End Date	<u>Weekdays</u>	Spots/Week		Rating					
Week: 1	0/08/12	10/14/12	MTWTF	į	7 .	0.00				į	
Week: 1	0/15/12	10/21/12	MTWTF	10	\$525.00	0.00			ļ	l .	



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Flight Dates 10/08/12-11/06/12

Hiatus Dates

<u>Original Date / Revision</u> 10/15/12/ 10/15/12

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Product MISSOURIANS 4 KOSTER Estimate # Advertiser Koster/D/Atty Gen/MO

avert	isei	_ Koşte	riDiatty (	Gennino	<u>FTOGUCE</u> WITS	OUNIAIN	3 4 NO31EN	COUL	icates in				
~ C	· <b>L</b>	Stort	End	Inventory Code	Brook	Start/End Ti	me Davs	Len S	innts	Rate Pri	Rtg Type	Tot Spots	als Amount
n C		Start			CM-All		MTWTF	:30	10	\$525.002	0.00 NM	CONTRACTOR CONTRACTOR	\$18,375.0
23	4	10/08/13	2 11/02/12	M-F 7-92 8-9a		0-98 (8:00 AM-9:00		QC.	ıy	9040.UU Z	O'DO LAINI	***	#1W,W1U.V
	C+	tart Date	End Date	Weekdays	Spots/Week	Rate	Rating					1	
Mes		0/22/12	10/28/12	MTWTF	10	\$525.00	0.00						
		0/29/12	11/04/12	MTWTF	10	\$525.00	0.00						
24	4	11/05/1	2 11/05/12	M-F 7-9a	CM-All	8-9a	M	:30	2	\$525,002	0.00 NM	2	\$1,050.0
				8-9a		(8:00 AM-9:00	O AM)						
	St	tart Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Wee	k: 1	1/05/12	11/11/12	M	2	\$525.00	0.00					4.0	040.000.0
25	4	10/08/1	2 11/02/12	M-F 5-6p 5-530p5-530P	CM-AII	530-6p (5:00 PM-5:3		:30	5	\$600.002	0.00 NM	18	\$10,800.0
	***************************************	tart Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
		0/08/12	10/14/12	M	3 5	\$600.00 \$600.00	0.00 0.00					Ĭ	
		0/15/12 0/22/12	10/21/12 10/28/12	M	5	\$600.00	0.00						
		0/29/12	11/04/12	M	5	•	0.00						
26	4		2 11/05/12		CM-Ail	530-6p	M~~~~~	:30	1	\$600.002	Q.00 NM	1	\$600.0
	_			5-530p5-530P	0 - 1 - 1 - 1	(5:00 PM-5:3							
101		tart Date	End Date	<u>Weekdays</u> M~~~~	Spots/Week 1	<u>Rate</u> \$600.00	Rating 0.00						
***************************************	4. T	1/05/12	11/11/12 2 11/02/12			430-5a	MTWTF-~	:30	5	\$100.003	0.00 NM	15	\$1,500.0
27	•			M-F 430-5a Nev	VS		****	.50	v	¥,00.500	0.00 140		<b>\$1,000.9</b>
10/	-	tart Date	End Date	<u>Weekdays</u> MTWTF	Spots/Week 5	<u>Rate</u> \$100.00	Rating 0.00						
		0/15/12 0/22/12	10/21/12 10/28/12	MTWTF	5	\$100.00	0.00						
		0/29/12	11/04/12	MTWTF	5		0.00						
28	4	11/05/1	2 11/05/12	M-F 430a News M-F 430-5a Nev		430-5a	Mannen	:30	2	\$100.003	0.00 NM	2	\$200.0
	S	tart Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Wee	k: 1	1/05/12	11/11/12	M	2		0.00				· ····		
29	4	10/15/1	2 11/02/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	MTWTF	:30	5	\$200.003	0.Q0 NM	15	\$3,000.0
		tart Date	End Date	<u>Weekdays</u>	Spots/Week		Rating						
		0/15/12	10/21/12	MTWTF MTWTF	5 5	\$200.00 \$200.00	0.00 0.00						
		0/22/12 0/29/12	10/28/12 11/04/12	MTWTF	5		0.00						
30	4	***************************************	2 11/02/12	<del></del>		10-11a	MTWTF	:30	5	\$150.002	0.00 NM	15	\$2,250.0
	e.	tart Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Wee		0/15/12	10/21/12	MTWTF	5		0.00						
		0/22/12	10/28/12	MTWTF	5	\$150.00	0.00						
Wee	k: 1	0/29/12	11/04/12	MTWTF	5		0.00		,				
31	4	10/15/1	2 11/02/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	MTWTF	:30	5	\$250.003	0.00 NM	15	\$3,750.0
		tart Date	<del></del>	Weekdays -	Spots/Week	,,	Rating					-	
		0/15/12	10/21/12	MTWTF	5		0.00						
		0/22/12 0/29/12	10/28/12 11/04/12	MTWTF MTWTF	5 5		0.00 0.00					[	
***************************************			2-11/05/12			4-5p	Млалия	:30	11	\$250.003	0.00 NM	1.	\$250.0
				•		Ph	<b>D</b> 11					1	
\ <i>\\</i>		tart Date 1/05/12	End Date 11/11/12	<u>Weekdays</u> M	Spots/Week	<u>Rate</u> \$250.00	Rating 0.00						

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Contract / Revision

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Flight Dates 10/08/12-11/06/12

Hiatus Dates

Original Date / Revision 10/15/12/ 10/15/12

Order Sep 00:15:00

Advertiser Koster/D/Atty Gen/MO

Ln Ch Start End	Inventory Code Breat	< Start/End	Time Days	Len Spo	ots		Rtg Type \$	<u>Total</u> Spots	s Amount
33 4 10/19/12	M-F 4-50		M	:00		\$0.00			AND THE PROPERTY OF THE PROPER
Start Date End Date Week: 10/15/12 10/21/13		<u>k Rate</u> 1 \$0.00	Rating 0.00						
N34 4 10/16/12 10/19/	2 M-F 430a News CM-A M-F 430-5a News	li 430-5a	-TWTF	:30	4	\$0.00 VIP	0.00 NM	4	\$0.00
Start Date End Date Week: 10/15/12 10/21/12		<u>k Rate</u> 4 \$0.00	Rating 0.00						
N35 4 10/18/12 10/19/	12 M-F 1132p-1202a CM-A M-F 1132p-1202a	II M-F 1132p	-1202a -TWTF	:30	4	\$0.00 VIP	0.00 NM	4	\$0.00
<u>Start Date</u> <u>End Date</u> Week: 10/15/12 10/21/1:		<u>k Rate</u> 4 \$0.00	Rating 0.00						
							Totals	338817	73,875.00